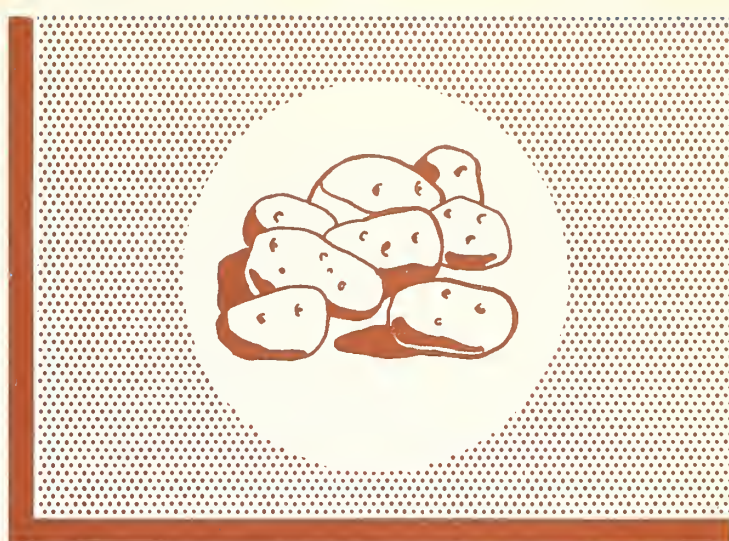


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## SPRING POTATOES

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# 1966 ACREAGE-MARKETING GUIDES

## FOREWORD

The acreage-marketing guides program is designed to help potato growers in appraising the markets for their crop and developing a realistic planting and production schedule. The guides provide the latest information concerning the market potential for potatoes and the acreage needed to produce a supply in balance with market needs.

The guides are prepared by commodity specialists who follow the market for potatoes closely throughout the year. They analyze the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for potatoes are considered.

On the basis of this continuous study of the potato market, specific recommendations are prepared. These recommendations are an effort by USDA to help growers provide adequate potato supplies -- enough to satisfy consumers' needs but not so much that prices get depressed.

The guide for each state is presented in terms of a percentage change in potato acreage from the preceding year's acreage. Each grower then can apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the USDA with particular interest in the potato industry.

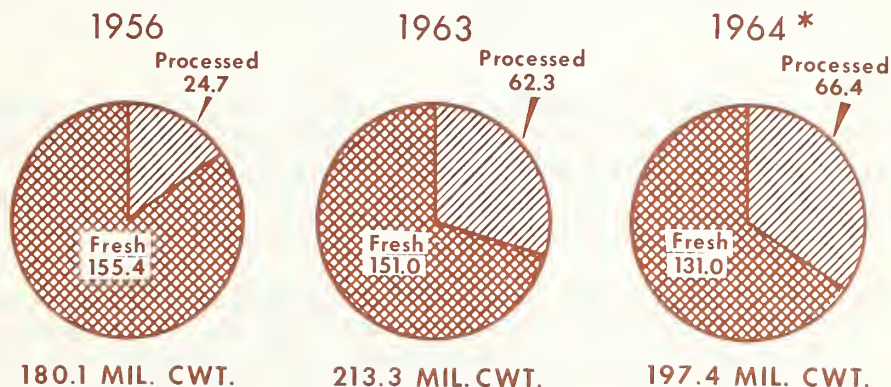
The fundamental concept behind the guides program is that, given the latest information available, the potato grower will make intelligent decisions for his and the industry's best interest. When growers have kept acreage within the levels recommended by the USDA, few marketing difficulties have been encountered.

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## POTATOES USED FOR FOOD

### *Fresh and Processed*



\* PRELIMINARY.



# 1966 ACREAGE-MARKETING GUIDES SPRING POTATOES

## I. INTRODUCTION

The basic objective of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market needs. The performance of every potato producer has a bearing upon the ultimate market for this commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreages in accordance with the individual state guide.

The recommended acreage adjustments necessarily assume normal weather, usual planting schedules, and normal harvesting and marketing patterns. The recommendations also assume average yield per acre will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all outlets under prospective demand conditions.

Before planting time, growers and processors should evaluate carefully their potential outlets. Potato producing areas which have developed local outlets such as starch processing facilities or livestock feeding programs for the utilization of culls and other low-grade potatoes have assured themselves of a valuable price stabilizer. Areas without such local outlets for the utilization of low-grade supplies should make efforts to establish them. The USDA stands ready to provide guidance and suggestions for such endeavors.

## II. GUIDES FOR SPRING CROP

The acreage marketing guides for 1966 early and late spring potato producing states are shown on the opposite page. These recommendations cover potato areas that harvest and market their crops principally during April, May and June, and whose combined crops normally account for one-tenth or more of the annual supply.

For 1966, the guide recommendation is for a total spring crop planting of 139,710 acres, or 11 percent less than the 1965 total of 157,400 acres. With average yields per acre by states in 1966, the probable production from the guide acreage would be 27.3 million hundredweight, 9 percent less than the 1965 production and 3 percent less than the 1960-64 average.

In major producing states, the guides recommend a 17 percent acreage reduction in California, 14 percent less in Arizona and the Texas late spring crop, 11 percent less in Florida's Hastings section, and 7 percent less in Alabama's Baldwin section. A 20 percent acreage reduction is recommended for the early spring crop in Texas and in Florida (other than Hastings). In 1965, these five states reported a substantial increase in spring potato acreage.

Marketing opportunities for potato growers in the spring of 1966 are expected to be less favorable than in 1965. The marketing season last spring was highlighted by a below-average carryover of storage potatoes. The level and geographic distribution of storage supplies was such as to result in the late spring in market prices at an all-time high (see chart on page 6). Low

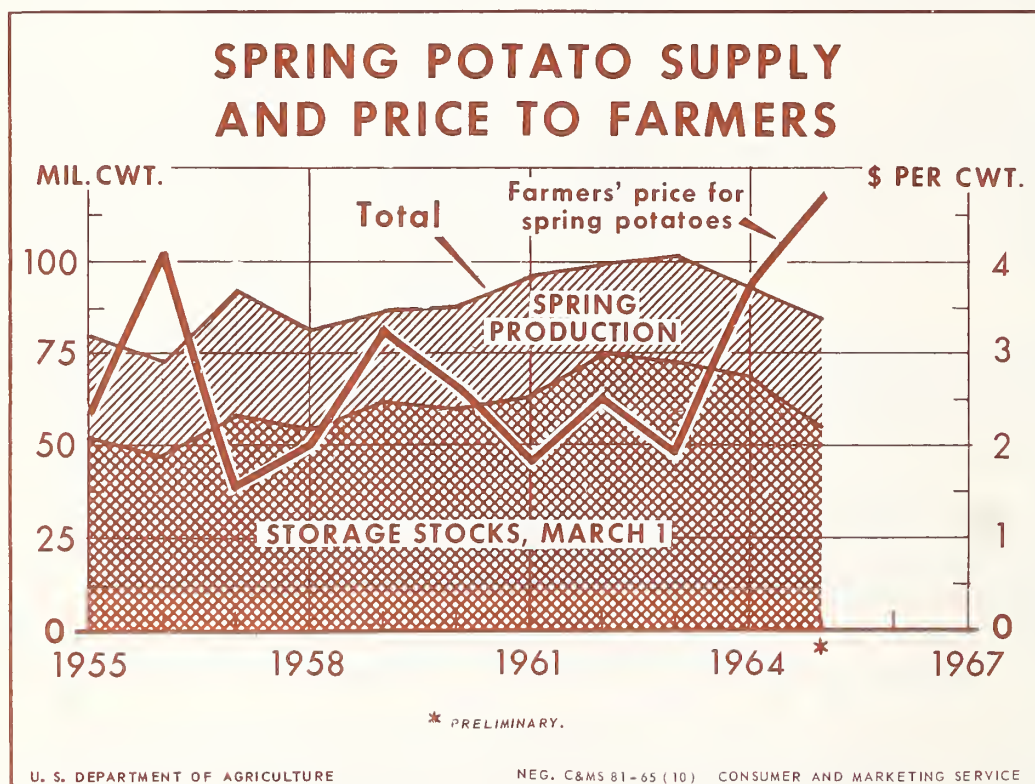
Potatoes, Spring Crop: Acreage-Marketing Guides  
for 1966 with comparisons

Season and State	:	:	:	:
	: Acreage	: Acreage	: Percentage	: Marketing
	: planted,	: guide,	: acreage	: guide
	: 1965	: 1966	: 1965 planted	: 1966
	:	:	: acreage	:
	<u>Acres</u>	<u>Acres</u>	<u>Percent</u>	<u>1,000</u> <u>cwt.</u>
<u>Early Spring:</u>				
Florida, Hastings	27,500	24,370	89	3,947
Florida, Other	3,800	3,040	80	359
Florida, Total	31,300	27,410	88	4,306
Texas	4,300	3,440	80	316
Total	35,600	30,850	87	4,622
<u>Late Spring:</u>				
N. Carolina, 8 N. E. Counties	10,800	10,800	100	1,458
N. Carolina, Other Counties	3,200	3,200	100	358
N. Carolina, Total	14,000	14,000	100	1,816
South Carolina	3,000	3,000	100	231
Georgia	300	300	100	19
Alabama, Baldwin	15,300	14,200	93	1,817
Alabama, Other	6,100	6,100	100	531
Alabama, Total	21,400	20,300	95	2,348
Mississippi	2,200	2,200	100	119
Arkansas	3,600	3,600	100	198
Louisiana	3,800	3,800	100	182
Oklahoma	1,100	1,100	100	66
Texas	7,000	6,020	86	481
Arizona	11,000	9,470	86	2,225
California	54,400	45,070	83	14,961
Total	121,800	108,860	89	22,646
Total Spring	157,400	139,710	89	27,268

temperatures threatened the spring crop. Nevertheless, the crop recovered and spring production was large in 1965. Timing of spring harvests resulted in little bunching in shipments, and market prices continued at a record level during the spring shipping season. Demand for spring potatoes in the table stock market was strong. In addition, potato chippers bid aggressively for new crop round whites produced in Alabama, Florida, Arizona and California. And a substantial quantity of California long white supplies was shipped to food processors in Idaho.

The 1965 spring crop of 30 million hundredweight returned an average price to farmers of \$4.65 per hundredweight. This compared with the 1960-64 average of \$2.50. The farm value of production of spring potatoes in 1965 was approximately \$139 million; the 1960-64 average was \$69 million.

The spring marketing guide for 1966, which is a recommendation for a smaller production compared with 1965, reflects the probability of a record supply of storage potatoes competing for market outlets during part of the 1966 spring season. Total production of 1965 fall storage potatoes is indicated at 215 million hundredweight, an increase of 43 million compared with last year. Part of the increase in fall production will be carried in storage until the 1966 spring season. As a result, the total storage supply on March 1, 1966 is expected to be substantially more compared with the total of 54.7 million reported as of March 1, 1965.





### III. DEVELOPMENT OF THE GUIDES

The spring guide recommendations were prepared after review and establishment of the 1966 national marketing guide and in conjunction with tentative assessments of 1966 guides for summer and fall producing areas. In the development of the guides, the procedure is to establish a balance sheet comparing production and utilization of crops in past years. Supply and price relationships are evaluated. Levels and trends in utilization in principal outlets are carried forward to establish estimates of needs in the crop year ahead. The sum of the estimated needs becomes the national marketing guide, which is distributed to the seasonal crops and to states on the basis of average production.

The principal uses of potatoes are for food and for seed. Commingled with food and seed supplies are quantities removed in the grading process and surplus stocks. Quantities not required for food and seed and those removed in the grading process -- the so-called residual quantities -- are moved to livestock feeders or to starch plants. Some of the residual quantity also is accounted for by shrinkage, waste and loss.

For the 1966 crop year, a national potato marketing guide of 263 million hundredweight is recommended. This quantity is 9 percent less than the 1965 crop of 290.4 million hundredweight, but is 10 percent more than the small 1964 crop of 239.4 million. The balance sheet used to establish the 1966 marketing guides is shown below:

Utilization items	: 1963	: 1964	: Estimated : : 1965	: Guide : 1966
<u>Million cwt.</u>				
Food	213.3	197.4	219.5	222.7
Per capita food (lbs.)	(114)	(104)	(114)	(114)
Seed	20.3	21.6	21.5	20.5
Residual	<u>38.1</u>	<u>20.3</u>	<u>49.4</u>	<u>19.8</u>
Total	271.7	239.4	290.4	263.0

Due partly to a small spring potato acreage and partly to adverse weather that checked yield per acre, total potato production in the 1964 crop year was the smallest in a decade and 12 percent less than in 1963. Because of the small crop, offerings to consumers were decreased, and total food use in the 1964 season was 197.4 million hundredweight or 7 percent below 1963. Per capita disappearance was estimated at 104 pounds, 10 pounds below 1963.

Most of the decline in food use in 1964 was accounted for by a drop in fresh table stock sales. The total quantity used for processed food products was 7 percent more than in 1963. In 1964, total potatoes processed for food as percent of all food potatoes was 34 percent compared with 29 percent in 1963, and 14 percent in 1956. Fresh potatoes used for food in 1964 as a percent of total potatoes used for food was 66 percent. This compared with 71 percent in 1963 and 86 percent in 1956.

If a larger supply of potatoes had been available for our growing population, total food use in 1964 probably would have been slightly more than the 1963 total of 213.3 million hundredweight. Food consumption in 1965 is estimated at 2.9 percent more than in 1963. And the consumption estimate of 222.7 million hundredweight in 1966 is 1.45 percent more (equivalent to the annual percentage gain in total population) than the total food use estimated for the 1965 crop year.

In the 1965 crop year, a resumption is anticipated in the upward trend in total potatoes used for food. The per capita disappearance in food outlets may approximate 114 pounds. The total sales of fresh potatoes for table use in the 1965 marketing year is expected to be substantially greater than in 1964, but may be less than the 1959-63 average amount. Total use for processed food items is likely to show at least a moderate gain. Total food use should continue to show an increase at least through 1966. The expanding population combined with gains in consumers' incomes is expected to help to maintain the growing market for processed potato products. Gains in sales of processed potato products will be partly at the expense of fresh sales which may show a per capita decline.

The amount of potatoes used in farm households during the past decade has trended downward sharply. Farm household use in 1964, for example, was 12 percent less than in 1963. Use in farm households is expected to continue to decline. The rate of decline, however, may be less than that indicated the past several years.

Foreign trade in potatoes ordinarily accounts for less than 2 percent of the domestic supply. Due to a below-average supply and strong domestic prices, total imports were relatively high in the 1964-65 quota year and exceeded exports by approximately 2 million hundredweight. In most quota years, however, exports exceed imports. In the 1966 crop season, it is likely that foreign trade in potatoes will not significantly affect domestic supply or the average price received by farmers.

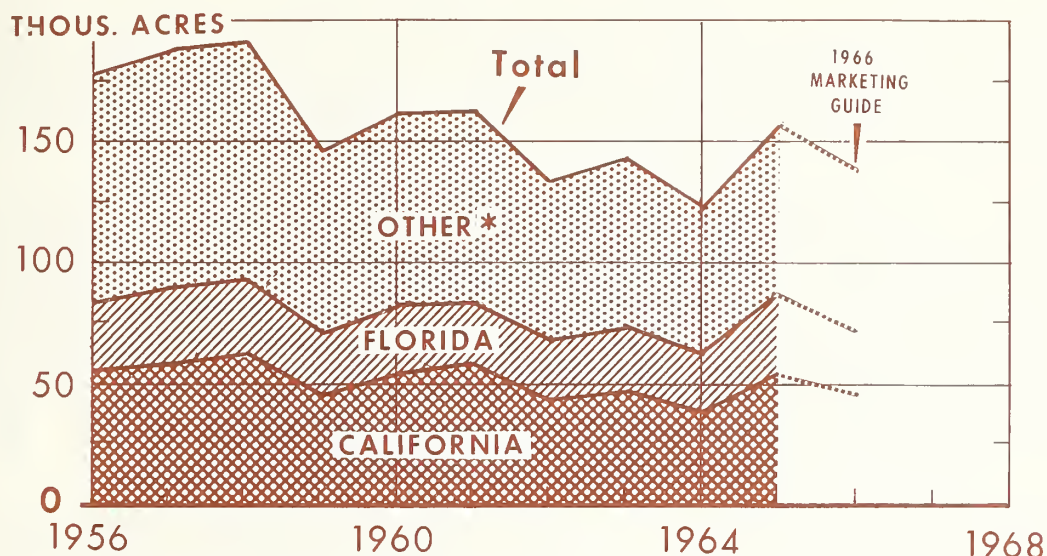
The total seed requirement in 1966 is not expected to vary greatly compared with total seed use in the past several years. The total residual quantity anticipated in the 1966 season will be substantially less than that estimated from the large 1963 and 1965 crops.

Early and late spring potato production combined accounted for 10.4 percent of the U. S. 1961-64 average production. For 1966, 10.4 percent of the U. S. total marketing guide has been distributed to the spring season; the spring marketing guide is 27.3 million hundredweight.

The acreage and marketing guides for each spring producing state were based on the 1962-65 average production. And yield per acre in 1966 is expected to be equal to the 1962-65 average. The acreage guides for all states and areas were adjusted where applicable so that the acreage guide was at least 80 percent of last year's acreage but no more than 100 percent of that acreage.

# SPRING POTATO ACREAGE

35% of Total in California



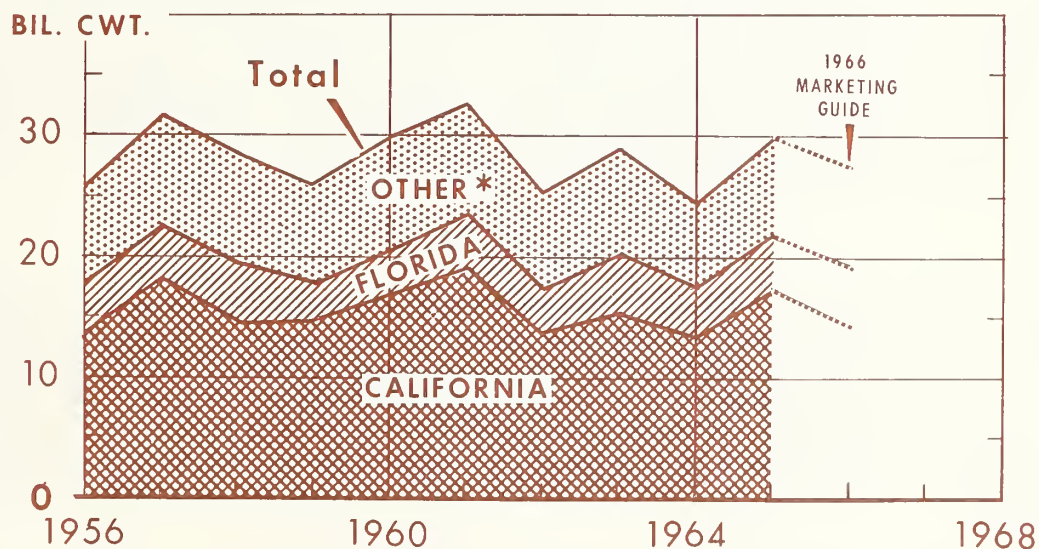
\* OTHER INCLUDES ALABAMA, ARIZONA, ARKANSAS, GEORGIA, LOUISIANA, MISSISSIPPI, NORTH CAROLINA, OKLAHOMA, SOUTH CAROLINA, AND TEXAS. 1965 PRELIMINARY.

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NEG. C&MS 101-65 (10) CONSUMER AND MARKETING SERVICE

# SPRING POTATO PRODUCTION

57% of Total in California



\* OTHER INCLUDES ALABAMA, ARIZONA, ARKANSAS, GEORGIA, LOUISIANA, MISSISSIPPI, NORTH CAROLINA, OKLAHOMA, SOUTH CAROLINA, AND TEXAS. 1965 PRELIMINARY.

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#### IV. SUMMARY FOR MAJOR SPRING POTATO STATES

##### Alabama

Total potato acreage, which has shown little change in the past 4 seasons, amounted to 21,400 acres in 1965. The Baldwin area had 71 percent of the total acreage and the Sand Mountain area 29 percent. Cool weather delayed completion of planting, and extremely dry weather during May reduced crop potential. Total production in 1965 was slightly below 1964 (see chart on next page).

Vines on some fields in the Baldwin area were killed 3 weeks prior to a start of harvest, which began in mid-May and continued through mid-June. The vine-killing resulted in a good skin set. Most of the production in the Baldwin area consisted of round red varieties. Digging of the small acreage of round white potatoes, most of which were sold to chippers, was underway by late May. Due to strong demand for new crop potatoes, growers harvested their crops as rapidly as possible. This resulted in a disproportionate amount of small-size tubers during the latter part of the season, and because the stock was immature, skinning problems increased.

Following adverse weather, some fields in the Sand Mountain area were not planted until late April, and these fields showed poor growth. Digging reached volume in late June, and the bulk of the crop was shipped during July.

Shipping point prices were high throughout the 1965 season (see page 20). The average price received by Alabama growers for 1965 sales was estimated at \$4.83 per hundredweight compared with the 1960-64 average of \$2.77. The value of production was indicated to be all-time record, almost \$11 million.

In 1966, growers in Alabama can expect an increase in competition from supplies produced in Florida and North Carolina. Last season competition from those states was slight. A large carryover of storage supplies is anticipated in the 1966 spring season and buyers will be less dependent on new crop round reds. Growers, however, should be able to market satisfactorily a crop moderately larger than produced in 1965. With average yields, a sufficient increase will be attained in the Baldwin area on an acreage moderately smaller than in 1965, and in the Sand Mountain area on an acreage equal to 1965.

##### Florida

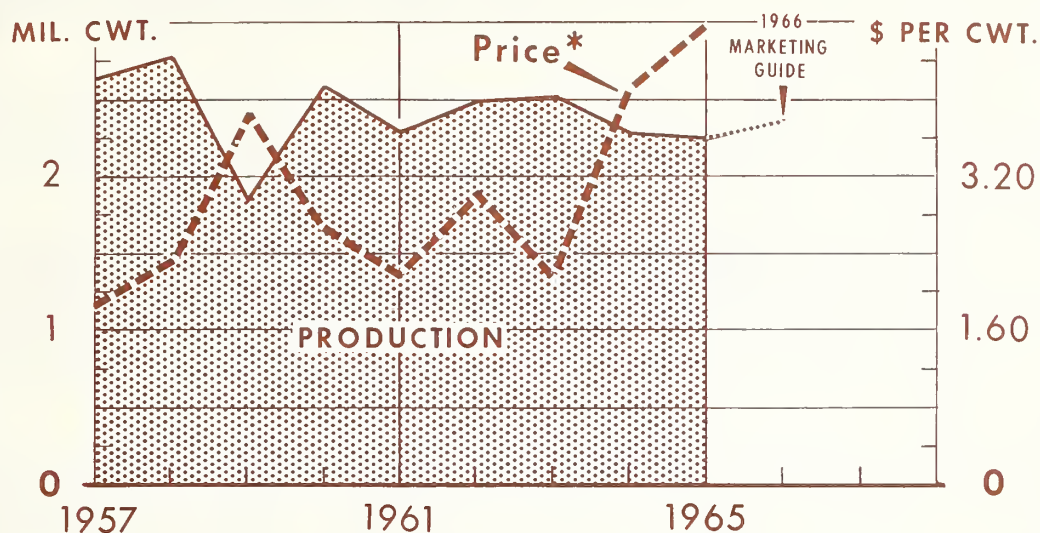
Total spring potato acreage in Florida was increased 22 percent in 1965. In the Hastings area, vines were frozen back to the ground in January, but crop recovery was good. In late February and early March, high winds whipped the vines and caused some damage. As a result of the adverse weather, per-acre yields were below average. Due to the sharp increase in acreage, however, total production was a sixth above the relatively small 1964 production (see chart on next page). A high percentage of the production was under contract to potato chippers.

Harvest of early fields in the Hastings area was underway by April 1. Digging in the Everglades and Plant City areas started late in April. Warm days and cool nights resulted in better yields on fields held for late spring



# ALABAMA SPRING POTATOES

## Production and Price



\* AVERAGE PRICE RECEIVED BY FARMERS.

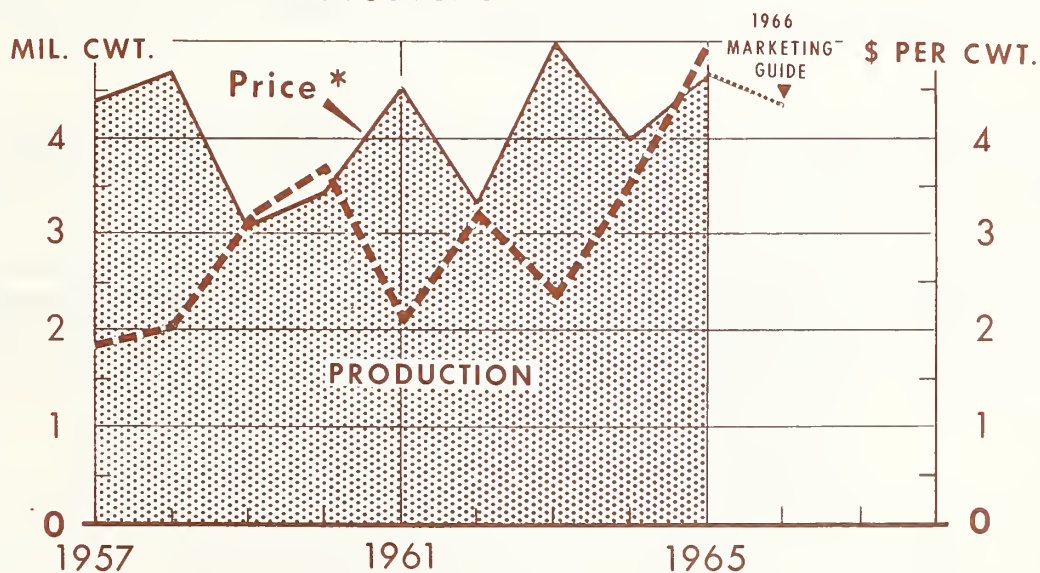
1965 PRELIMINARY.

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# FLORIDA SPRING POTATOES

## Production and Price



\* AVERAGE PRICE RECEIVED BY FARMERS.

1965 PRELIMINARY.

U. S. DEPARTMENT OF AGRICULTURE

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harvest as compared with yields during the early spring. Demand for Florida Sebagoes for table use and for chipping in the 1965 season was extremely strong. Chippers purchased a substantial portion of the crop, but because of the strong demand in tablestock markets, the percent of the crop shipped to chippers was indicated to be less than in 1964. Harvesting in the Hastings area was generally completed by late May, about a week earlier than in most seasons. Shipments from the Everglades and Plant City area continued into early June.

Shipping point prices for Florida Sebagoes opened in early April at \$8.00 per hundredweight. Prices declined to \$5.00 later in April, but then strengthened and increased to \$7.00 by late May. Total value of sales received by growers was indicated to be an all-time record.

In 1966 Florida growers can expect more competition in table outlets from both storage and new spring crop supplies. With a higher average yield likely in 1966, requirements in table outlets and for chipping could be met with smaller acreages, both in Hastings and in other Florida spring producing areas.

### North Carolina

Total potato acreage was increased 11 percent in 1965 and almost offset the decrease reported in 1964. Weather was favorable for crop development and average yield per acre was up sharply compared with a year earlier. Total production was substantially above the small output in 1964 (see chart on next page) but was 15 percent below average. Most of the tonnage produced consisted of round white varieties, particularly the Pungo; a small acreage of round red varieties also was planted.

Harvest in the northeastern counties was underway by the first week in June. Marketings peaked the last week in June. Harvest in North Carolina followed the peak of the Alabama season, and was most active prior to volume movement from the Eastern Shore of Virginia, where growers delayed harvest hoping that rains would help to improve yields.

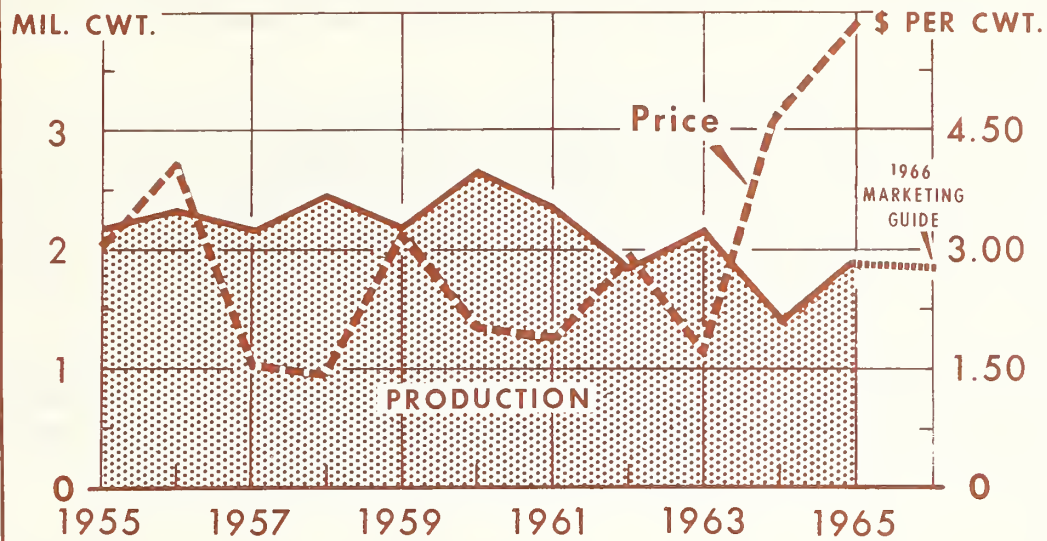
Periodic rains interrupted digging in North Carolina and total shipments to table outlets were not heavy enough to satisfy demand. Market prices held at high levels throughout the season. The average price received by farmers for potatoes in 1965 in North Carolina was a record, as was total value of sales.

In 1966, growers can expect more competition from supplies harvested on the Eastern Shore of Virginia. In several past years, prices were depressed when North Carolina and Virginia harvests overlapped. In 1966, nevertheless, markets should readily absorb the production in North Carolina from an acreage equal to 1965.

### Texas

The acreage of potatoes in Texas for early spring harvest was more than doubled in 1965; total plantings for late spring were increased one-third. Spring plantings in 1965 amounted to 11,300 acres compared with 6,900 acres in 1964. Some of the increase in acreage was due to pre-season contractual arrangements between growers and chippers for supplies for chipping. Total

# NORTH CAROLINA SPRING POTATOES; PRODUCTION AND PRICE\*



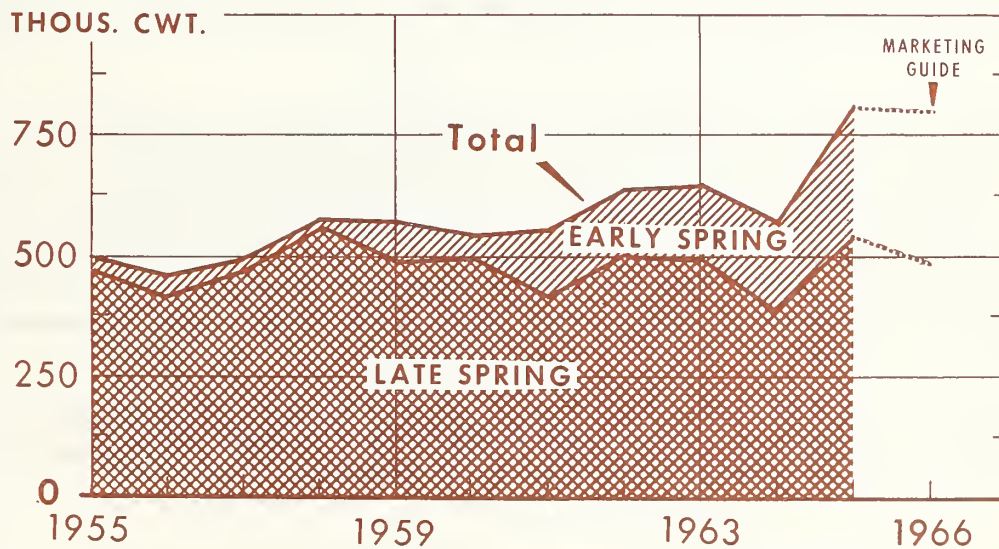
\*SEASON AVERAGE PRICE RECEIVED BY FARMERS. 1965 PRELIMINARY.

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## TEXAS

### Spring Potato Production



1965 PRELIMINARY.

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production in the spring of 1965 was 43 percent above 1964. Seasonal production trends in Texas are shown in the chart on the next page.

The early spring acreage in the Rio Grande Valley was damaged by a freeze in late February, and low temperatures in March also checked growth. Yield potential in the Valley was reduced substantially. Cold weather also slowed the late spring crop.

Valley marketings which began early in April, were light until late April, and reached volume early in May. Digging in the San Antonio section was underway by mid-May. Other spring acreages, including those in the High Plains area, were harvested in late May and June. Demand for Texas round reds for table use and the Kennebec variety for chipping was strong throughout the harvest season. In Texas, prices received by growers for spring potatoes ranged from \$5.50 to \$7.00 per hundredweight, and averaged substantially higher compared with 1964.

The marketing guide for Texas is for a total spring crop in 1966 almost equal to the 1965 production. Assuming normal weather and an improvement in average yield, less acreage will be needed in 1966 to produce a crop in balance with needs.

### Arizona

Total spring potato acreage in Arizona was increased 34 percent in 1965. The bulk of the expansion in acreage represented production of the Kennebec variety to be used for chips. Following a mid-February freeze combined with lengthy periods of cool weather, per-acre yields were below average. But due to the increase in acreage, total production was 23 percent above 1964.

Digging of Kennebecs for delivery to chippers was underway by the first week in May. Harvest of round red varieties for the table market was active by mid-May, and a small acreage of long whites was ready late in May. Shipments generally held at moderate levels throughout the season, which ended early in July.

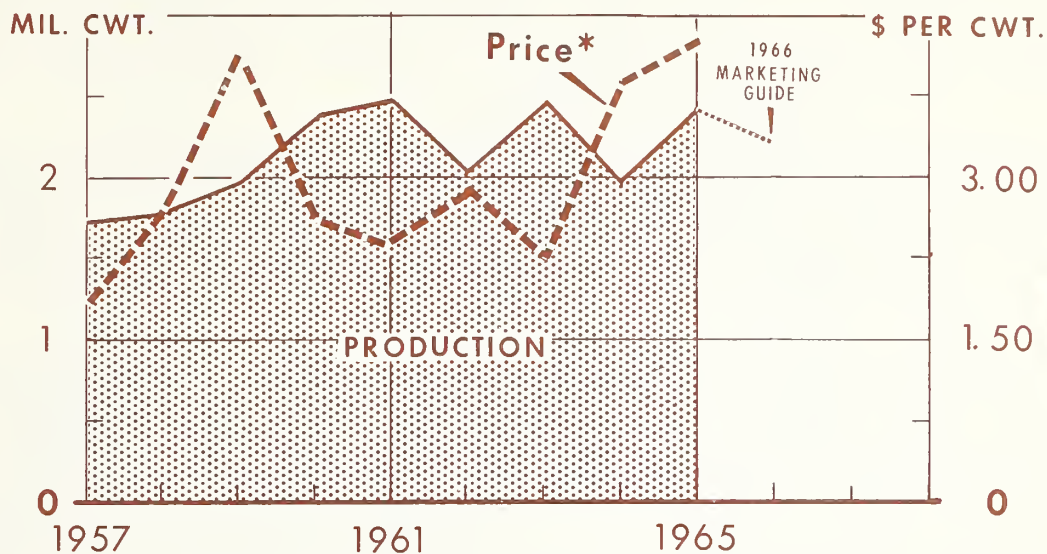
Shipping point prices in 1965, which showed contraseasonal strength, averaged at a high level. Round reds, U. S. No. 1, Size A, averaged \$5.18 per hundredweight at shipping points in May, and \$6.12 in June. For deliveries to chippers, Kennebecs, 85 percent or more U. S. No. 1, returned \$5.70 in May, and \$6.00 in June. Pre-season contract prices for potatoes for chipping averaged below the "open-market" price. About half the total shipments were round reds and the remaining half, except for a small quantity of long whites, were Kennebecs and were shipped to chippers.

A moderately smaller production would satisfy market needs in 1966. With normal weather, per-acre yields in 1966 would likely exceed the average reported this season. Thus, an acreage reduction is recommended.



# ARIZONA SPRING POTATOES

## Production and Price



\* AVERAGE PRICE RECEIVED BY FARMERS.

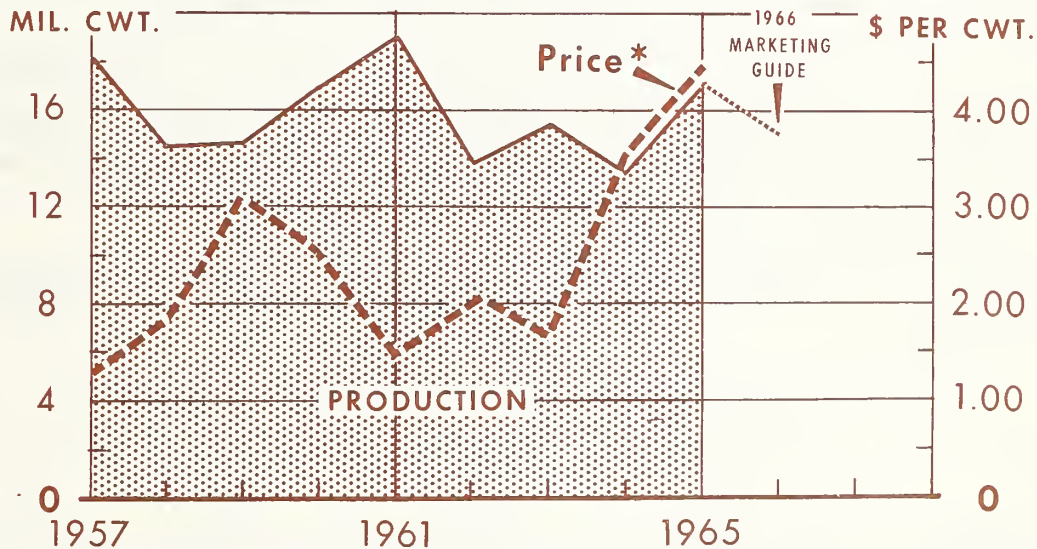
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# CALIFORNIA SPRING POTATOES

## Production and Price



\* AVERAGE PRICE RECEIVED BY FARMERS.

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Growers of spring crop potatoes in California have experienced two successful marketing seasons "back-to-back." A small spring crop in 1964 in California and in competing areas resulted in a favorable market for potato growers. A small carryover of storage potatoes was partly responsible for the strong market tone in 1965. Other factors that helped to boost the price level were the rapid clean-up of storage supply, the high rate of disappearance of frozen products, the dry weather that checked crop potential in Florida and Alabama, and little bunching in spring harvests.

Growers in California increased spring potato acreage in 1965 by 48 percent. This increase more than offset the sharp reduction reported in 1964. Below-normal temperatures in California checked growth of vines, and per-acre yields in 1965 were down 14 percent compared with a year earlier. Total production was 28 percent above the small tonnage harvested in 1964, and 8 percent above the 1959-63 average.

Harvest of long white acreage began early in April. Most of the production during April was trucked to local markets. Supply for interstate outlets was light until early May. Movement of Kennebecs to chippers started the third week in April. One-third of the 1965 crop was shipped by May 31 compared with one-fourth in 1964. Shipments during June, 1965, accounted for 55 percent of the season's total, and July, 12 percent. In 1964, shipments in June amounted to 59 percent of the season's total, and July, 16 percent. Shipments of California spring potatoes in 1964 and 1965, and varietal shipments as a percentage of the total are shown below.

Market tone during the 1965 shipping season ranged from firm to strong. The average shipping point price for U. S. No. 1 Size A, long whites was \$5.70 per hundredweight in May, \$6.00 in June, and \$7.25 the first part of July. The average price received by California growers for 1965 sales was \$4.41 per hundredweight. This compared with \$3.52 in 1964. The value of the 1965 production was approximately \$76 million, up \$30 million from 1964.

Under normal conditions in 1966, growers will encounter more competition with western storage supplies and, possibly, from spring production originating in Arizona and the southeastern states. A crop in California in 1966 the size of that produced in 1965 might result in poor market balance. A smaller crop is recommended in 1966. And assuming a recovery in per-acre yield, a substantially smaller acreage would provide an ample supply.

Variety or description	Shipments		Percentage of total	
	1964	Preliminary 1965	1964	1965
<hr/>				
	Million cwt.		Percent	
Long white	9.0	10.8	75.0	72.5
Kennebec	1.7	2.6	14.2	17.4
Round red	.9	1.2	7.5	8.1
Russet Burbank	.4	.3	3.3	2.0
Total	12.0	14.9	100.0	100.0

## V. SPRING POTATO SHIPMENTS

Shown below is a summary of potato shipments originating in major spring producing states in 1964 and 1965. California, Florida and Arizona in that order were the leading sources of shipments.

State	Shipments, April 1-July 30	
	1964	1965

### Carlot equivalents

Alabama	4,288	4,627
Arizona	4,406	5,104
California	26,516	32,797
Florida	8,560	9,694
North Carolina	incomplete	2,226
Texas	1,150	1,098

## VI. SPRING POTATO UNLOADS IN 41 CITIES

Data on unloads of spring potatoes are shown in tables on the next two pages. Spring potatoes produced in California are in demand in markets throughout the U. S. Los Angeles, Chicago, San Francisco and New York in that order were the leading markets in 1965 in unloads of California spring potatoes.

Distribution of Florida potatoes is widespread. Detroit, Chicago, and Atlanta are the leading markets for Florida spring potatoes. Most of the Florida crop is marketed in outlets located in the eastern third of the Nation. Potatoes from Florida and other spring producing areas are also in demand in Canadian markets.

Almost 30 percent of the total unloads of Arizona potatoes were recorded in Denver, Colorado. But Dallas, Texas, and Kansas City, Missouri also were important outlets for the Arizona crop.

Dallas and Chicago were the leading cities in unloads for potatoes produced in Texas. Most of the Texas crop is shipped to markets located in the central third of the Nation.

Atlanta is the most important market for North Carolina potatoes. In the spring of 1965, Columbia, South Carolina, Philadelphia, and Washington, D. C. combined accounted for 37 percent of the total unloads of North Carolina potatoes.

The largest market for Alabama potatoes in 1965 was Atlanta. But a heavy volume of sales was recorded also in Chicago, Cincinnati and St. Louis.



Spring Crop Potatoes: Unloads in selected cities between April 1 and July 30, 1965 of shipments originating in California and Florida

City	: Unloads from California	: City	: Unloads from Florida
	Carlott equivalents		Carlott equivalents
Chicago	2,074	Atlanta	405
Cincinnati	240	Baltimore	138
Cleveland	542	Boston	41
Dallas	263	Buffalo	119
Denver	305	Chicago	431
Detroit	1,018	Cincinnati	142
Houston	519	Cleveland	263
Indianapolis	282	Columbia, S. C.	153
Kansas City, Mo.	255	Detroit	470
Los Angeles	4,563	Kansas City, Mo.	136
Memphis	142	Louisville	143
Milwaukee	345	Memphis	178
Minneapolis 1/	850	Milwaukee	92
New York 2/	1,552	Minneapolis 1/	80
Philadelphia	605	New York 2/	206
Pittsburgh	402	Philadelphia	288
Portland	744	Pittsburgh	148
St. Louis	348	Providence	60
San Francisco 3/	1,728	St. Louis	61
Seattle	585	Washington, D. C.	236
Canada:		Canada:	
Montreal	23	Montreal	16
Ottawa	13	Toronto	12
Toronto	290		
Vancouver	417		
Winnipeg	120		
Subtotal	18,225	Subtotal	3,818
Other Cities	3,128	Other Cities	563
Total	21,353	Total	4,381

1/ Includes St. Paul.

2/ Includes Newark, New Jersey.

3/ Includes Oakland



Spring Crop Potatoes: Unloads in selected cities between April 1 and July 30, 1965  
of shipments originating in Alabama, Arizona, North Carolina and Texas

City	: : Unloads : from : Alabama	: : City	: : Unloads : from : Arizona	: : City	: : Unloads : from : N. Carolina	: : City	: : Unloads : from : Texas
	Carlot equivalents		Carlot equivalents		Carlot equivalents		Carlot equivalents
Atlanta	381	Chicago	138	Atlanta	149	Chicago	230
Birmingham	225	Cleveland	103	Baltimore	89	Dallas	500
Chicago	324	Dallas	273	Cleveland	28	Denver	56
Cincinnati	275	Denver	629	Cincinnati	42	Ft. Worth	60
Indianapolis	150	Detroit	178	Columbia	124	Houston	55
Louisville	209	Houston	32	Detroit	26	Kansas City, Mo.	72
Memphis	139	Kansas City, Mo.	191	New York 2/	92	Memphis	81
Nashville	81	Minneapolis 1/	140	Philadelphia	118	New Orleans	86
New Orleans	68	San Antonio	68	Pittsburgh	59	San Antonio	151
St. Louis	212	St. Louis	75	Washington	106	St. Louis	104
Canada:		Canada:		Canada:			
Toronto	6	Winnipeg	18	Montreal	29		
Winnipeg	2			Ottawa	7		
				Toronto	18		
Subtotal	2,072	Subtotal	1,845	Subtotal	887	Subtotal	1,395
Other Cities	358	Other Cities	308	Other Cities	62	Other Cities	309
Total	2,430	Total	2,153	Total	949	Total	1,704

1/ Includes St. Paul.

2/ Includes Newark, New Jersey.

Potatoes: Average f.o.b. prices at California, Florida, Alabama, and North Carolina shipping points, selected weeks, 1964 and 1965

Week ended	California, Kern Co. 1/		Florida, Hastings 2/		Alabama, Baldwin 3/		North Carolina, 4/	
	1964	1965	1964	1965	1964	1965	1964	1965
	\$ per cwt.	\$ per cwt.	\$ per cwt.	\$ per cwt.	\$ per cwt.	\$ per cwt.	\$ per cwt.	\$ per cwt.
April 17	----	----	3.50	5.00	----	----	----	----
April 24	----	----	3.50	5.78	----	----	----	----
May 1	3.62	5.25	4.00	5.70	----	----	----	----
May 8	3.62	5.50	4.60	5.50	----	----	----	----
May 15	3.88	6.62	4.50	6.30	----	----	----	----
May 22	3.82	5.78	4.95	7.00	4.30	5.78	----	----
May 29	4.38	4.88	5.12	6.88	4.12	4.60	----	----
June 5	4.82	5.31	----	----	5.00	5.91	----	----
June 12	4.24	5.98	----	----	5.68	6.84	----	----
June 19	4.20	5.75	----	----	----	----	5.15	----
June 26	4.45	6.12	----	----	----	----	4.90	6.50
July 3	3.60	7.18	----	----	4.71	7.55	4.50	6.72
July 10	3.72	7.38	----	----	4.52	7.42	4.50	6.75
July 17	4.50	7.06	----	----	4.60	7.00	----	----
July 24	----	----	----	----	----	5.33	----	----

Note: Prices are for U. S. No. 1, Size A or better, and are weekly averages of the daily range.

1/ Long white (White Rose) variety.

2/ Round white (Sebago) variety.

3/ Round red varieties. Prices listed for July are for the Sand Mountain area.

4/ Round white (Pungo) variety.

POTATOES, TOTAL SPRING CROP: Selected data for 1951-65 crops

Crop year	: Acreage : : harvested :	: Yield : : per acre :	: Production : : Million cwt. :	Disposition		: Price <u>l/</u> : : Dollars :	: Value : : of sales :
				On farms	Sold		
	1,000 acres	Cwt.	Million cwt.	Million cwt.	Million cwt.	Dollars	\$ Million
1951	191.1	121	23.1	3.3	19.8	2.39	47.2
1952	199.2	128	25.5	2.8	22.7	3.98	90.3
1953	235.7	134	31.5	5.1	26.4	1.65	43.5
1954	188.8	137	25.9	2.8	23.1	2.62	60.6
1955	190.4	146	27.8	2.5	25.3	2.39	60.3
1956	176.6	146	25.9	2.0	23.9	4.11	98.2
1957	185.5	170	31.5	2.2	29.3	1.51	44.2
1958	184.4	154	28.4	2.2	26.2	1.98	52.0
1959	144.9	178	25.8	1.7	24.1	3.22	77.7
1960	161.7	185	29.9	1.4	28.5	2.66	75.7
1961	159.2	203	32.4	1.5	30.9	1.77	54.8
1962	133.1	189	25.1	1.3	23.8	2.48	59.0
1963	141.8	204	29.0	2.0	27.0	1.91	51.7
1964	123.2	198	24.4	1.0	23.4	3.68	86.3
1965*	155.9	192	30.0	N.A.	N.A.	4.65	N.A.

N.A. - not available.

\* Preliminary.

l/ Average price per cwt. received by farmers.

Potatoes, Spring Crop: Selected data for selected states, 1961-65 crops

State and year	: Planted : : acreage :	: Yield per : : harvested : : acre :	: Produc- : : tion :	: Quantity : : sold :	: Average : : price : : received : : by farmers :	: Value : : of : : sales :
	<u>Acres</u>	<u>Cwt.</u>	<u>1,000 cwt.</u>	<u>1,000 cwt.</u>	<u>\$ per cwt.</u>	<u>\$1,000</u>
<u>Alabama:</u>						
1961	24,500	106	2,264	2,092	2.15	4,501
1962	19,400	128	2,482	2,318	2.93	6,795
1963	21,300	118	2,505	2,030	2.05	4,171
1964	20,700	111	2,255	2,121	4.10	8,689
1965	21,400	106	2,243	N.A.	4.83	N.A.
<u>Arizona:</u>						
1961	10,600	240	2,472	2,393	2.35	5,624
1962	8,500	240	2,040	1,973	2.86	5,643
1963	10,200	255	2,448	2,064	2.24	4,623
1964	8,200	240	1,968	1,913	3.87	7,403
1965	11,000	220	2,420	N.A.	4.27	N.A.
<u>California:</u>						
1961	58,500	325	19,012	18,665	1.49	27,811
1962	43,300	320	13,856	13,463	2.05	27,599
1963	46,200	330	15,246	14,860	1.64	24,370
1964	36,800	365	13,432	13,293	3.52	46,791
1965	54,400	315	17,136	N.A.	4.41	N.A.
<u>Florida:</u>						
1961	24,500	184	4,500	4,463	2.11	9,437
1962	23,300	142	3,301	3,276	3.19	10,453
1963	26,800	186	4,982	4,932	2.39	11,767
1964	25,600	158	3,996	3,955	3.50	13,856
1965	31,300	150	4,636	N.A.	5.00	N.A.
<u>North Carolina:</u>						
1961	18,200	131	2,341	2,023	1.86	3,760
1962	15,400	123	1,848	1,620	2.84	4,603
1963	14,200	155	2,133	1,913	1.72	3,292
1964	12,600	114	1,434	1,250	4.66	5,831
1965	14,000	135	1,896	N.A.	5.87	N.A.
<u>Texas:</u>						
1961	7,000	79	554	450	3.64	1,638
1962	7,000	91	634	529	3.65	1,930
1963	7,600	87	645	541	3.37	1,825
1964	6,900	81	560	462	3.79	1,750
1965	11,300	74	803	N.A.	6.00	N.A.

N. A. - Not available.

Note: 1965 data are preliminary.



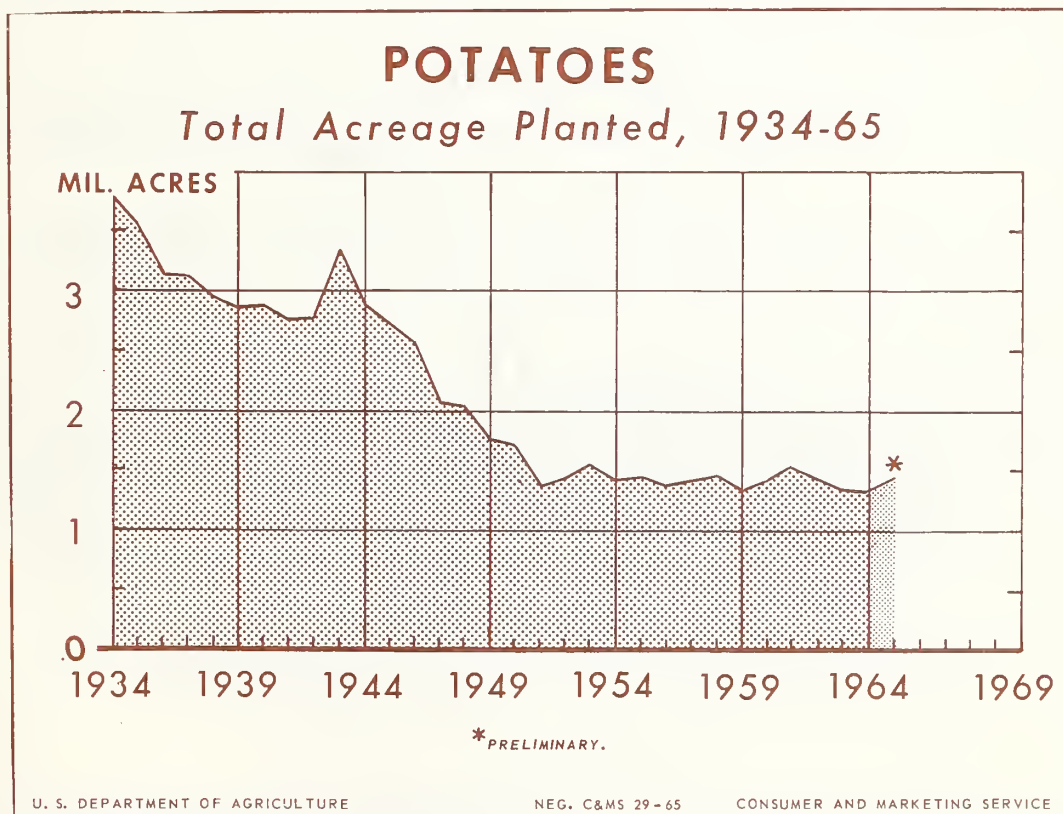
## VII. SUMMARY OF THE U. S. POTATO INDUSTRY

Some of the levels and trends in the potato industry considered in the preparation of the potato guides are described in the commentary and charts that follow.

The total acreage planted to potatoes in 1965 was 1.43 million acres, an increase of 7 percent or almost 96,000 acres compared with 1964. Total spring crop plantings in 1965 were 157,400 acres or 11 percent of the U. S. total. In 1965, spring producing states accounted for approximately 33,000 acres of the total increase of 96,000 acres in U. S. total plantings.

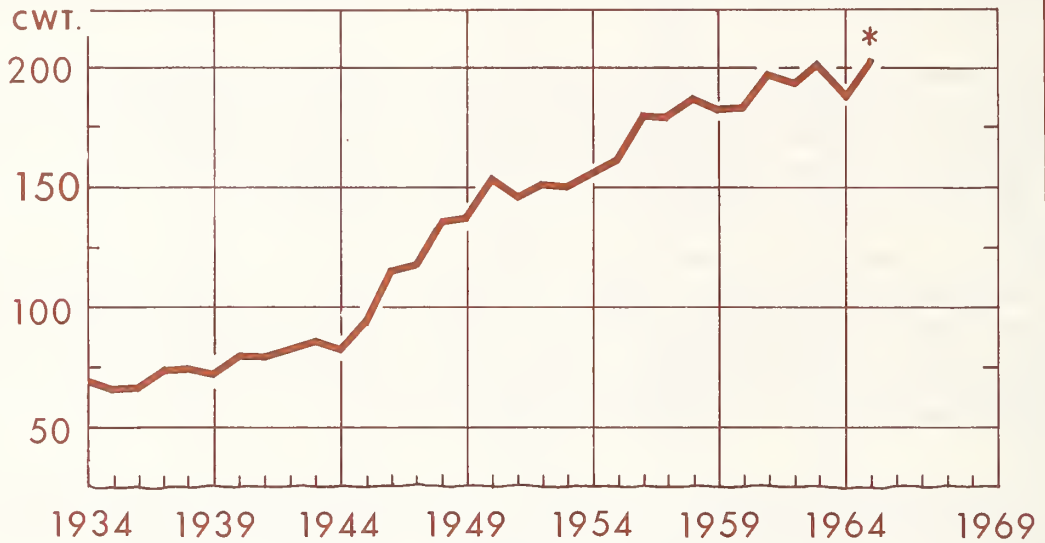
Extremes in rainfall and below-normal temperatures combined to depress the U. S. average potato yield in 1964. In 1965, the U. S. average yield is expected to be a record 206 hundredweight per acre, or 21 hundredweight more than in 1964. In 1965, low temperatures were largely responsible for checking per-acre yield of spring potatoes. The spring crop yield in 1965 was estimated to be 192 hundredweight, or 6 hundredweight below 1964.

U. S. potato production in 1965 is estimated at 290 million hundredweight or 51 million hundredweight more than the total reported in 1964. Spring production in 1965 was 30 million hundredweight, 5.5 million hundredweight above a year earlier. In 1966, the U. S. marketing guide for potatoes is 263 million hundredweight. And spring producing states are expected to contribute 27.3 million hundredweight.



# POTATOES

*Yield per Acre, 1934-65*



\*PRELIMINARY.

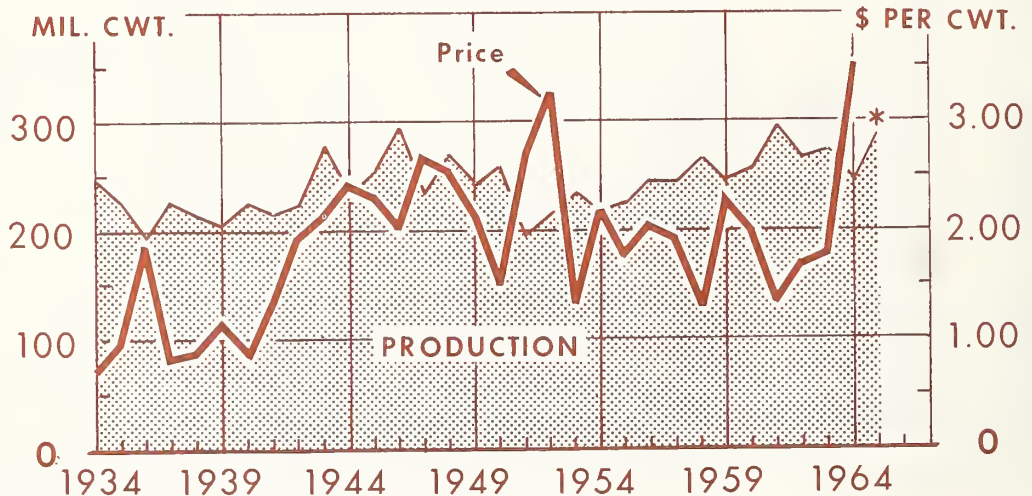
U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 33-65

CONSUMER AND MARKETING SERVICE

# POTATOES

*U. S. Production and Average Price Received by Farmers, 1934-65*



\*PRELIMINARY.

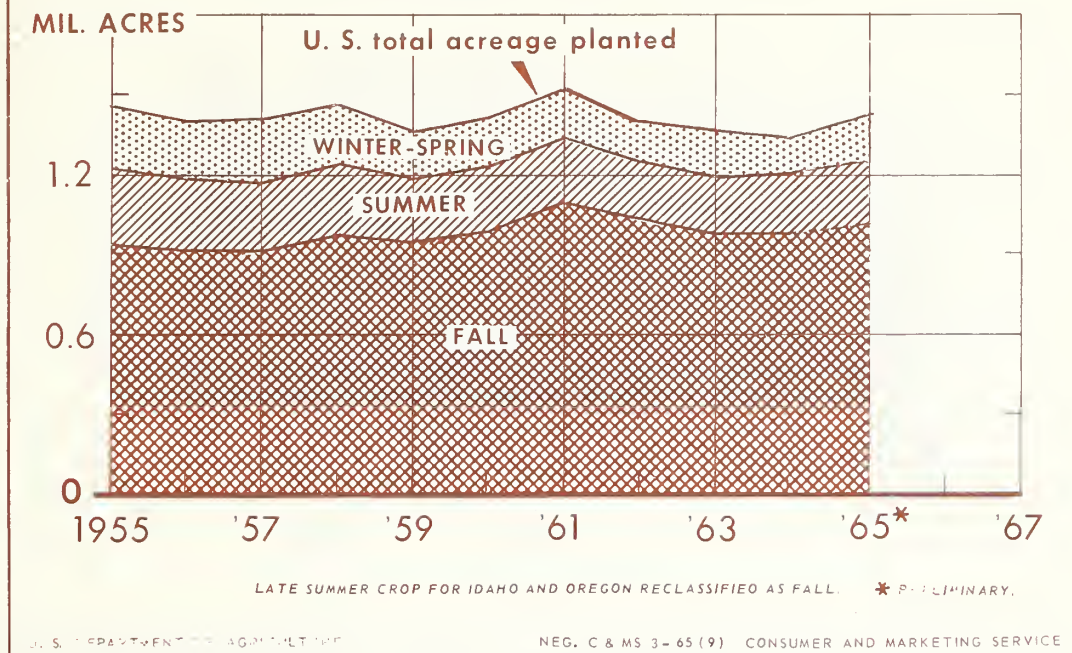
U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 30-65 (9)

CONSUMER AND MARKETING SERVICE

# POTATOES

## Seasonal Acreage



The percentage of the U. S. potato crop originating in fall producing states has shown a gradual uptrend. Fall crop states combined in 1965 planted 71 percent of the U. S. total acreage and are expected to harvest three-fourths of the total production.

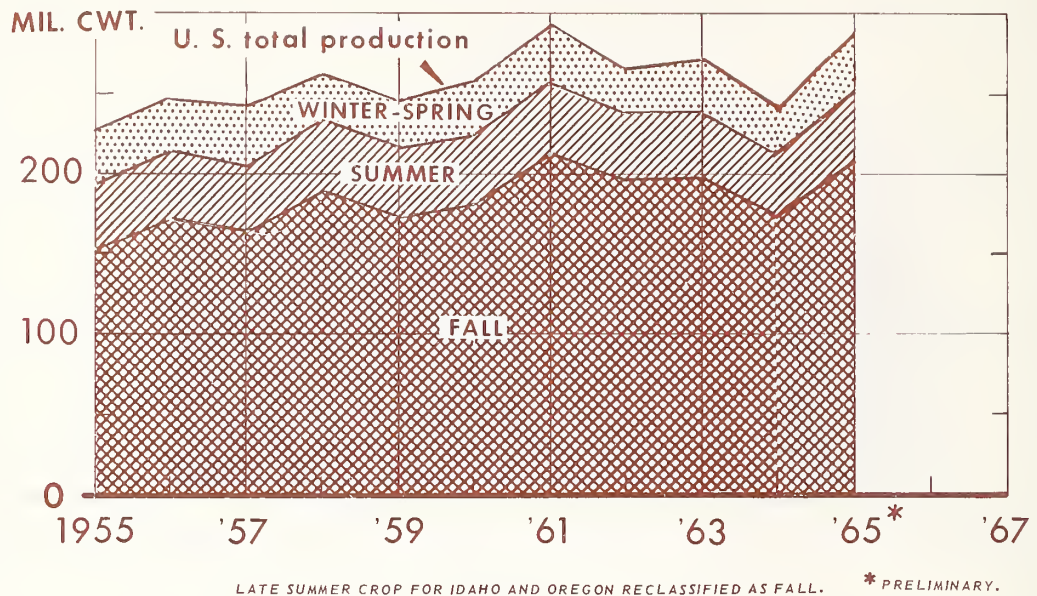
Spring potato acreage and production is concentrated in central and southern California. The tonnage of spring potatoes produced in California ordinarily exceeds the output in all individual states except Idaho, Maine and New York.

Due to adverse weather combined with a cut in total acreage, potato production in 1964 of 239.4 million hundredweight was the smallest crop in a decade. Use for food and seed combined in 1964 accounted for 92 percent of the total production compared with 86 percent in 1963, and 79 percent in 1961. The close balance between production and the combined need for food and seed resulted in a strong market for potatoes in the 1964-65 season.



# POTATOES

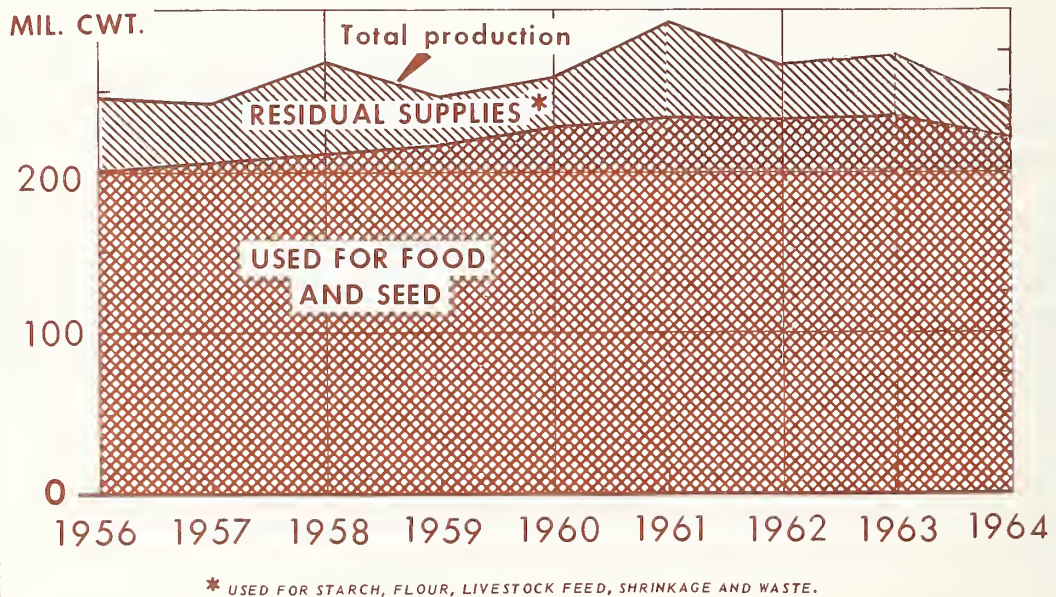
## Seasonal Production



NEG. C & MS 4- 65 (9) CONSUMER AND MARKETING SERVICE

# POTATOES

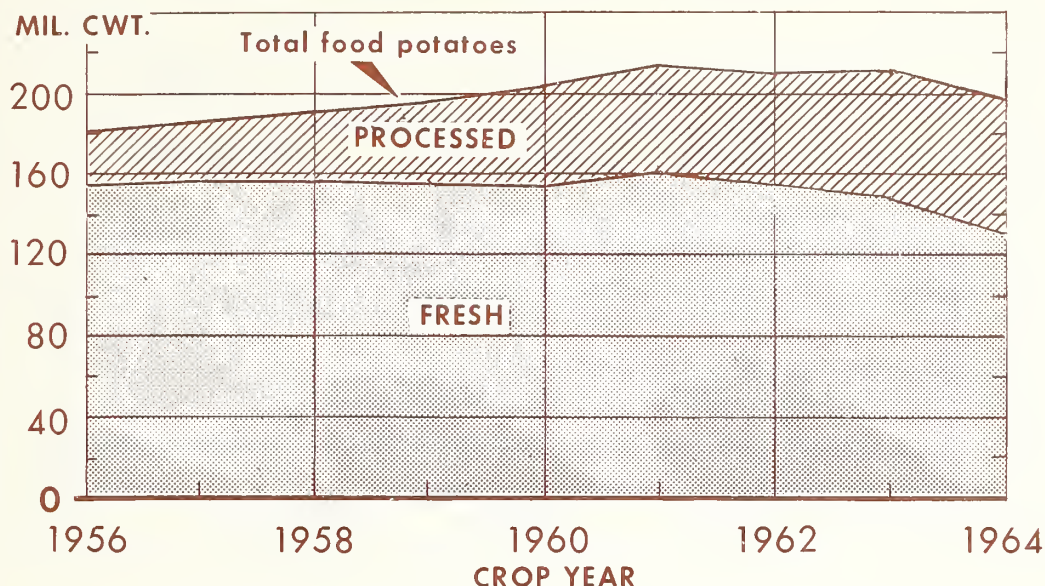
## Production and Utilization



U. S. DEPARTMENT OF AGRICULTURE

NEG. C & MS 11- 65 (9) CONSUMER AND MARKETING SERVICE

## POTATOES USED FOR FOOD FRESH AND PROCESSED



U. S. DEPARTMENT OF AGRICULTURE

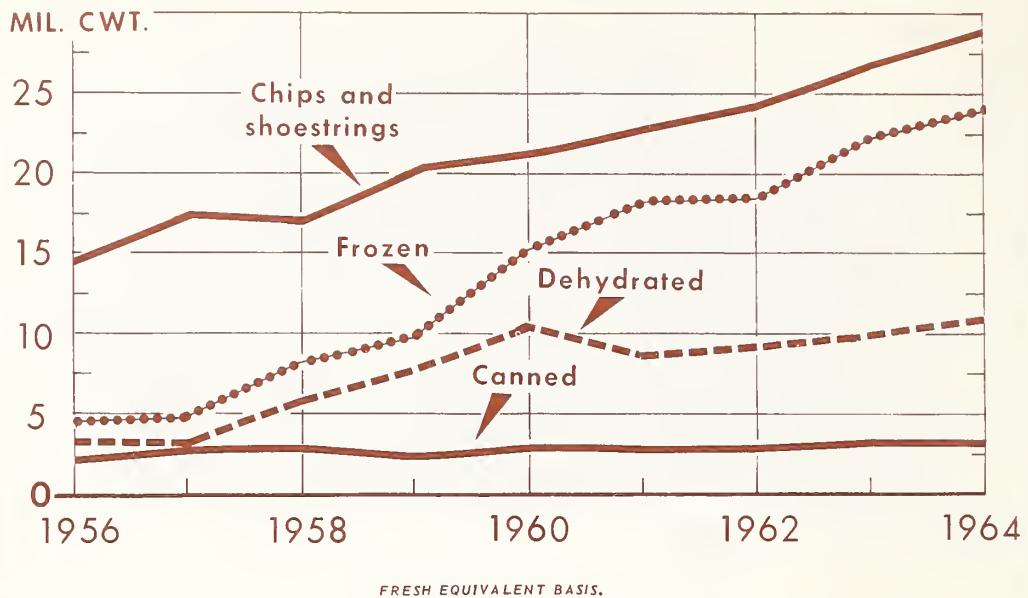
NEG. C&MS 24-65 (9) CONSUMER AND MARKETING SERVICE

A small potato crop in 1964 was responsible for the decrease in the total quantity of potatoes used for food. Consumption of fresh potatoes in 1964 was down 13 percent compared with a year earlier. Food processors, however, utilized 7 percent more raw product. In 1964, almost 34 percent of the total quantity of potatoes used for food were in the form of processed products. The tonnage of potatoes used for food products increased almost 100 percent between 1958 and 1964.

Due to the construction of new plants plus the expansion in capacity in some existing facilities, raw product need of potato freezers is expected to be up sharply in 1965-66. Chippers and dehydrators also are expected to use a larger tonnage of potatoes in 1965 compared with 1964. Sales of processed potato products have been expanding due to the improvement in quality of the products, the widespread distribution and year-round availability, and because of expanding incomes of consumers.

The per capita consumption of potatoes has stabilized chiefly due to the uptrend in the consumption of processed products. For the next several years, per capita use is expected to hold within a narrow range.

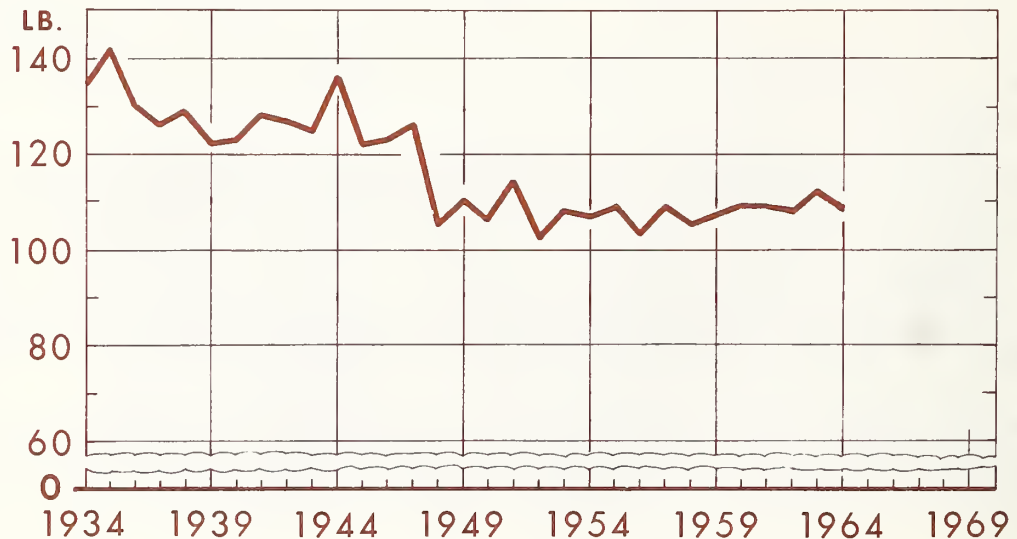
## VOLUME OF POTATOES FOR FOOD PRODUCTS SHOWS GAIN



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 26-65 (9) CONSUMER AND MARKETING SERVICE

## POTATOES PER CAPITA CONSUMPTION \*



\* CIVILIAN CONSUMPTION.

INCLUDES FRESH WEIGHT EQUIVALENT OF PROCESSED POTATOES.

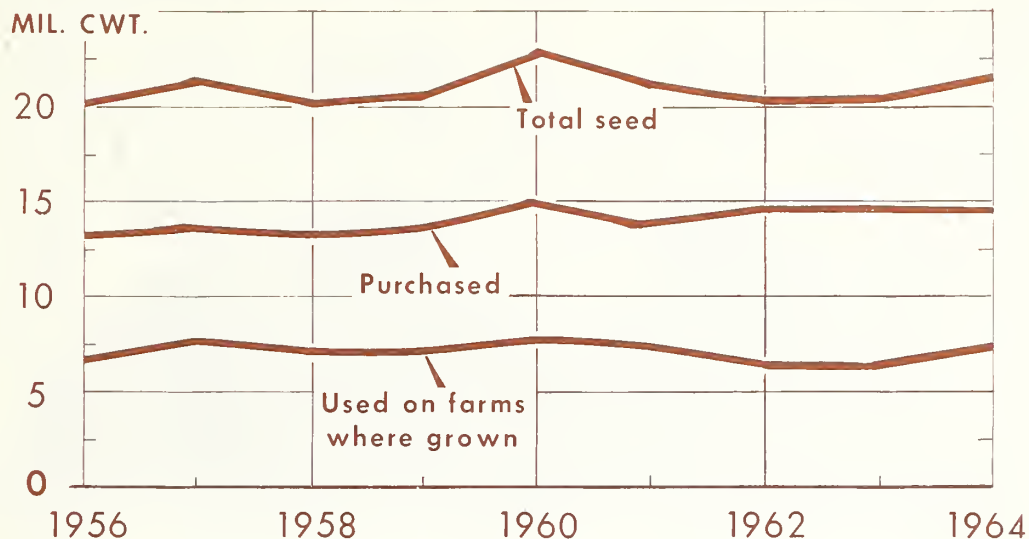
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NEG. C&MS 32-65

CONSUMER AND MARKETING SERVICE



## POTATO SEED USE STEADY; OFF-FARM PURCHASES GAIN



U. S. DEPARTMENT OF AGRICULTURE

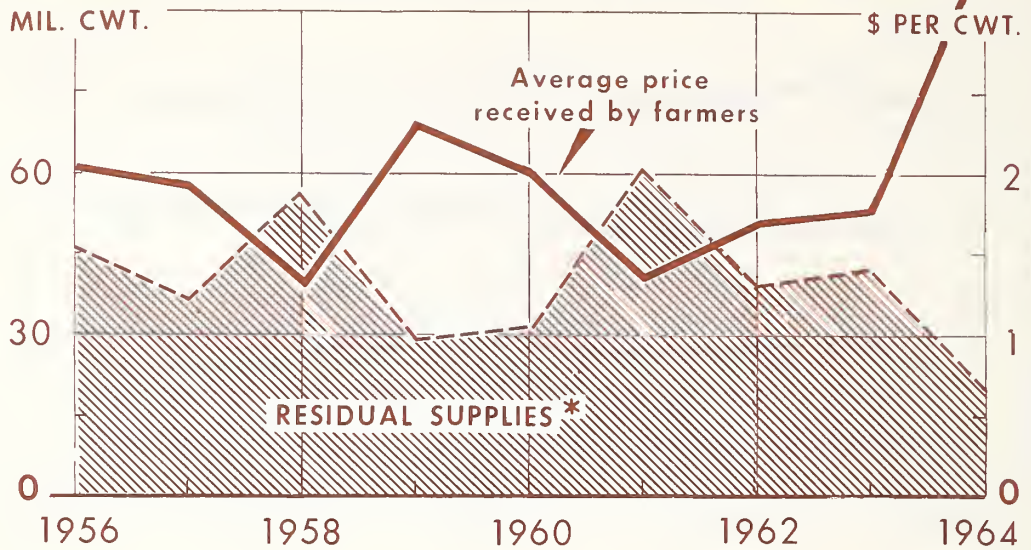
NEG. C&MS 25-65 (9) CONSUMER AND MARKETING SERVICE

Potato seed requirements have changed little in the past several seasons. Approximately 9 percent of the total crop produced in 1964 was used for seeding 1965 acreages. Seed application per acre was approximately 15 hundredweight.

The season average prices received for potatoes by farmers show an inverse relationship with total residual supplies. In the 1964 marketing year, when the residual supply was one of the smallest on record, farmers' prices averaged at an all-time high, or \$3.50 per hundredweight.

In the chart on the opposite page, the diagonal black line represents the 1952-64 average relationship of potato production and the crop year average price received by farmers.

## POTATO PRICES DEPRESSED WHEN RESIDUAL SUPPLIES LARGE

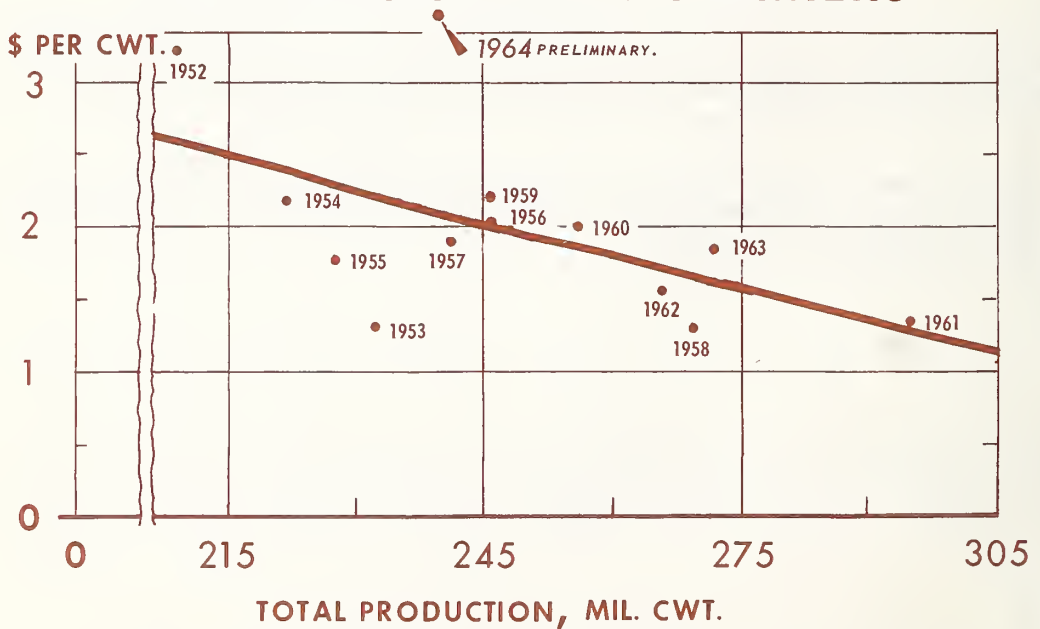


\*STARCH, FLOUR, LIVESTOCK FEED, SHRINKAGE AND WASTE.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 27-65 (9) CONSUMER AND MARKETING SERVICE

## POTATO PRODUCTION AND AVERAGE PRICE RECEIVED BY FARMERS



U. S. DEPARTMENT OF AGRICULTURE

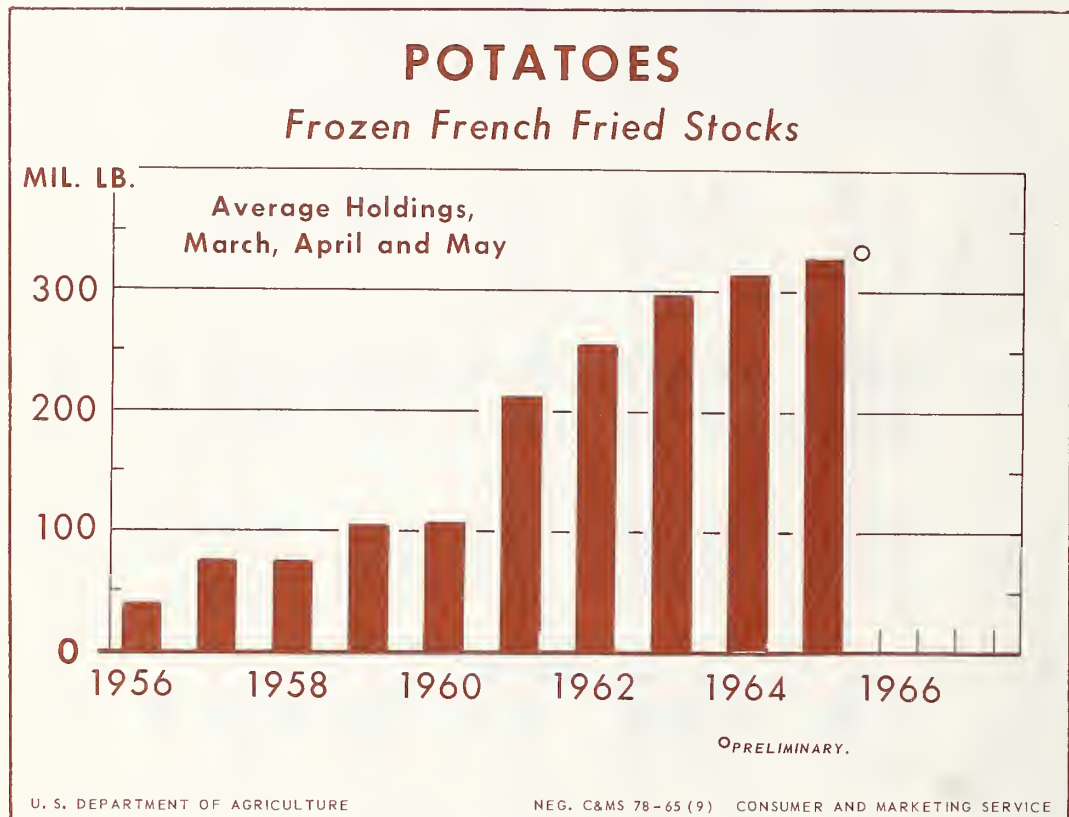
NEG. C&MS 23-65 (10) CONSUMER AND MARKETING SERVICE

Potatoes: Utilization of 1956-64 crops

Utilization items :	Crop year								
	1956	1957	1958	1959	1960	1961	1962	1963	1964
	Thousand cwt.								
Fresh food:									
Tablestock (sales)	146,048	148,408	148,868	149,123	149,199	153,337	150,893	146,532	127,016
Farm household	9,312	8,176	7,279	5,920	5,449	5,236	4,843	4,511	3,977
Subtotal	155,360	156,584	156,147	155,043	154,648	158,573	155,736	151,043	130,993
Processed food:									
Chips, shoestrings	14,566	17,356	17,063	20,085	21,018	22,642	24,086	26,693	28,783
Dehydration	3,223	3,776	5,917	7,656	10,104	8,518	9,280	9,909	10,801
Frozen	4,675	4,827	8,263	9,918	15,042	18,138	18,400	22,425	23,654
Canned	2,283	2,606	2,864	2,447	2,809	2,775	2,926	3,240	3,201
Subtotal	24,747	28,565	34,107	40,106	48,973	52,073	54,692	62,267	66,439
(1) Total food	180,107	185,149	190,254	195,149	203,621	210,646	210,428	213,310	197,432
(2) Starch, flour	18,336	12,691	18,387	7,718	10,177	20,493	11,285	11,737	2,990
(3) Feed sales	7,675	8,950	18,918	6,607	5,348	20,340	7,913	10,103	5,587
Feed on farms	4,148	2,718	3,916	3,085	2,909	4,234	3,381	3,128	1,828
Total	11,823	11,668	22,834	9,692	8,257	24,574	11,294	13,231	7,415
(4) Seed sales	13,435	13,641	13,079	13,583	14,823	13,823	14,333	14,159	14,165
Seed on farm	6,752	7,577	7,086	7,166	7,707	7,452	6,085	6,094	7,468
Total	20,187	21,218	20,165	20,749	22,530	21,275	20,418	20,253	21,633
(5) Shrinkage, loss	15,339	11,796	15,257	12,491	12,850	16,606	13,278	13,199	9,933
(6) Production	245,792	242,522	266,897	245,799	257,435	293,594	266,703	271,730	239,403



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Official Business



In 1964, the total pack of frozen potato products, including French fried, whipped and diced, and water blanched, was 1.1 billion pounds, according to reports compiled by the National Association of Frozen Food Packers. The 1963 pack was 862 million pounds. Almost nine-tenths of the 1964 pack consisted of frozen French fried. Stocks of frozen French fried ordinarily increase during the fall and winter, and peak in the spring. The amount of frozen potato stocks next spring is expected to be at least as large as the average holdings of 327 million pounds reported in the spring of 1965.